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11th edition of the mega sporting event heads towards the finale, Brand Equity gets a bunch of adwalahs to their best and bekaar of the IPL ads over the years. **By Amit Bapna**



**Priti Murthy**  
Chief Executive Officer, OMD India

**Best: Vodafone 'Make the most of now'**  
11 years of IPL and Vodafone has consistently approached it with focus and created stories. Right from the pug to ZooZoos, and last year with 'Make the most couple enjoying new journeys and how Vodafone is en- was so real; I could see that happening with my parents!

**nee 'Selfiestaan'**  
verful celebrity, but a jingle, song and dance, and a single- bocus didn't add up. It didn't mean much at all.



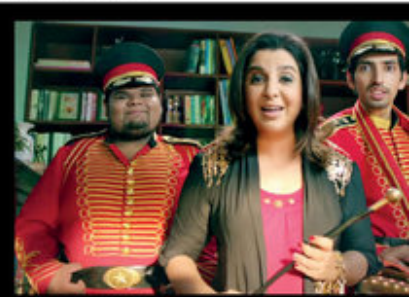
**Arvind Krishnan**  
Managing Director, BBH India

**Best: Virgin Mobile 'Indian Panga League'**  
I like this because it used the IPL in the work, not just the media event. It outdid every other category player that year. The campaign got better and better as the tourna- d. They had made over 120 films I think.

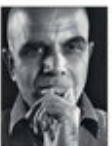


**Ashish Khazanchi**  
Managing Partner, Enormous

**Best: IPL 'Manoranjan ka Baap'**  
The first IPL campaign is as yet unbeaten. It took the usual jingoism out and clearly positioned IPL as something that would compete with anyone's favou- rite entertainment and still win. It was a different way of looking at sport and created anticipation even among cricket novices.



**Bekaar: IPL 'Dil Jumping Japang'**  
My least favourite is also equally pretty easy to recall: Ju Japang. The mere mention of it reminds me of my root ca- dure from years ago and the numbing dentist's drill that e- through multiple times. A copy of *Hey Whipple, Squeeze* on 'creating great ads' by Luke Sullivan) to all the creator- paign, if they still have jobs that is.



**Vidhu Sagar**  
National Director - Lintas Mediahub, MullenLowe Lintas Group

**Best: IPL 'Kaun Jeetego?'**  
Right from the time I first saw it, the latest IPL promo ad "Kaun Jeetego?" has struck me as pure gold. The secret recipe behind the unwavering popularity of IPL, despite numerous controversies, has been the thrill of watch- ing hard-fought, tight matches played by world's best cricketing talent. One may have favourites, but here, quite like in a who- dunnit, you're never quite sure



what'll happen in the end. And fact be told, everyone likes a good contest. The strategic proposition for 2018 is thus built on a strong insight: when you have genuine supremos fighting, you can never quite predict who'll win. The creative of the main TVC is brilliantly scripted, enriched by wonderful characterisations and effortlessly enacted and well-shot at realistic, rustic locales (don't miss the small touches through the props used - like the yellow phulwari snacks wrapped around the five fingers of the young lad). The ad ends with an innately resonat- ing core thought: "when tigers fight, it's a contest to watch". For more than one reason, the 2018 IPL commercial for me is simply wow.

**Bekaar: IPL 'Bharat Bandh'**  
While I liked the core thought of "Bharat Bandh" used during 2012 edition's promos - highlighting the overwhelming appeal of a passion event called IPL - I found this particu- lar rendition very cheesy and lacking originality. In its attempt to appear massy and mainstream, it also casts a racial slur while not adding anything meaningful to the storytelling. I am sure a little more ingenious effort could have led to a more interesting take on the Bharat Bandh thought.



**Jaibeer Ahmad**  
Vice President and Client Servic J Walter Thompson, Gurgaon

**Best: Virgin Mobile 'India League'**

One of the most memorable campaigns around I by Virgin Mobile in 2010. While the brand has v- the scene, this campaign has done a lot for IPL a- was a highly engaging campaign that connected youth through a perfect mix of humour, banter i- between friends.

**Bekaar: IPL 'Best v/s Best Anthem'**  
After a decade of some of the most entertaining campaigns such as Manoranjan Ka Baap, India Ka Tyohaar etc this one was a let-down, both in terms of originality and execution. The ads in sec- the campaign are looking a bit more interesting.



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